

What is claimed is:

1. A transflective polarizer comprising a dichroic polarizer, a reflective polarizer and a transflector, wherein a transmission axis of the dichroic polarizer and a transmission axis of the reflective polarizer are directed to the same direction.

2. The transflective polarizer according to claim 1, wherein the dichroic polarizer is an iodine-based polarizing film or a dye-based polarizing film.

3. The transflective polarizer according to claim 1, wherein a light diffusive layer is laminated on at least one surface of the dichroic polarizer.

4. The transflective polarizer according to claim 1, wherein the reflective polarizer is a multi-layer laminate composed of two or more kinds of polymer films.

5. The transflective polarizer according to claim 1, wherein the reflective polarizer is a polymer film consisting of continuous polymer matrix with droplets dispersed therein which is made of two or more kinds of polymers.

6. The transflective polarizer according to claim 1, wherein the reflective polarizer is a polarizer comprising a film having a cholesteric liquid crystal and a quarter wavelength film.

7. The transflective polarizer according to claim 1, wherein a slow axis or fast axis of the transflector and a

transmission axis of the dichroic polarizer are directed to the same direction.

8. The transflective polarizer according to claim 1, wherein an in-plane phase retardation value of the
5 transflector is about 30 nm or less.

9. The transflective polarizer according to claim 1, wherein the transflector is a layer obtained by forming a metal film on the surface of a polymer film.

10. The transflective polarizer according to claim 1,
10 wherein the transflector is a layer obtained by dispersing scaly reflective particles into a pressure sensitive adhesive.

11. The transflective polarizer according to claim 10, wherein the scaly reflective particle is a particle obtained by forming a layer composed of a metal oxide on the surface
15 of a mica piece.

12. A polarizing light source device obtained by laminating the transflective polarizer according to claim 1, a light source and a reflector in this order.

13. A polarizing light source device obtained by
20 laminating the transflective polarizer according to claim 1, a light transmitting plate having a light source placed on the edge and a reflector in this order.

14. A transflective liquid crystal display obtained by placing the polarizing light source device according to
25 claim 12 or 13, a liquid crystal cell and a dichroic polarizer

in this order.

5 15. The transflective liquid crystal display according to claim 14, wherein one or more phase retarders are placed between the transflective polarizer and the liquid crystal cell and/or between the liquid crystal cell and the dichroic polarizer.

16. The transflective liquid crystal display according to claim 14 or 15, wherein a light diffusive layer is placed between the liquid crystal cell and the dichroic polarizer.

10